



Key Considerations from Primer

The program must play an essential role to report on this measure. An essential role is one that would be described by stakeholders and partners as essential for the project's ultimate success.

When a program has a non-essential role, describe the project's impacts or accomplishments in narrative form for the annual report but do not include these the performance measures and metrics.

- ▶ Not everything needs a number
- ▶ Count what you can count
- ▶ Sometimes a story is best
- ▶ If it's too complicated, report it as an Impact or Accomplishment
- ▶ Do not seek out nor shy away from large numbers. Larger benefits are ok but should be reviewed with added rigor
- ▶ Do not use multipliers
- ▶ Include citations in reporting to enhance clarity, defensibility, and transparency.

Capacity Building

Sea Grant programs conduct a wide variety of capacity-building activities that enhance or expand a community's hazard preparedness and/or ability to respond to hazard events (although this guide can be used for capacity building outside the hazard and resilience realm as well). These activities include but are not limited to:

- Creating a communication network connecting community members, decision-makers, and other stakeholder populations with various communities of practice both inside and outside of the Sea Grant Network.
- Developing tools, best practices, and technical guidance to equip community members, decision-makers, and other stakeholder populations with information to improve resilience decision-making at the state, municipal, and community individual level.
- Providing trainings and workshops to equip community members, decision-makers, and other stakeholder populations with the skills to conduct resilience-enhancing activities at the local and community individual levels.

This guide presents three output valuation methods, one of which requires the help of an economist and social scientist. This guide also provides insight on valuing associated outcomes generated by Sea Grant's capacity-building activities, which occur as a result of the built capacity. Each method is outlined below.

- **Method 1: An easier-to-implement method (travel/opportunity cost).** The easier-to-implement method uses travel/opportunity cost methods to value output benefits based on user or attendee willingness to pay to get to a Sea Grant capacity-building offering or to attend a capacity-building event, and/or the value of attendee time spent at an event or user time spent with the capacity-building resource or product. This method generates a lower bound estimate of the value of a Sea Grant program's capacity-building activities (lower bound since it only measures what was expended, not full willingness to pay). The "Valuing Outputs Versus Outcomes" section below provides more information about the results of this method. This method is best used for activities where data are scarce or when programs are comfortable with estimating output valuation as opposed to investing in outcome valuation.
- **Method 2: An intermediate-to-implement method (survey to measure cost savings).** The intermediate-to-implement method captures cost savings associated with certain capacity-building activities. Using this method, Sea Grant programs can implement a brief survey to assess how users of their online resources or products value their capacity-building efforts. This method requires more effort than the easier-to-implement method and yields benefit estimates that can be used as a defensible proxy for outcome benefit estimates but is ultimately an output. The "Valuing Outputs Versus Outcomes" section below provides more information about the results of this method.
- **Method 3: A harder-to-implement method using an economist (survey to measure willingness to pay).** The harder-to-implement method requires an economist and social scientist in order to conduct a willingness-to-pay survey. The willingness-to-pay survey estimates how users value a Sea Grant program's capacity-building activities. This method requires the most level of effort and resources and is a robust output valuation of Sea Grant's capacity-building activities. Programs might decide to invest in this method for activities that they spend significant resources on and that reflect program, community, and state priorities.

- **Valuing associated outcomes.** The three methods above focus on valuing the outputs (see “Valuing Outputs Versus Valuing Outcomes”) of programs’ capacity-building activities. However, capacity-building activities often lead to associated, longer-term outcomes that are beyond the value of the activity itself. For example, a program can value the outputs (Methods 1–3) of a capacity-building activity intended to help decision-makers better understand how to identify areas vulnerable to storm surge flooding. If these local decision-makers use the information from the capacity-building activity to construct a seawall to protect one of these vulnerable areas, the Sea Grant program can use the Damage Reduction from Coastal Flooding guide to value the associated outcomes generated by constructing the seawall. When valuing associated outcomes, be sure to **exclude** the value of any outputs from Sea Grant’s capacity-building activities to avoid any double counting.

Among Sea Grant’s many capacity-building activities, we recognize that many programs conduct or host a variety of workshops and trainings that generate important benefits, such as creating or supporting jobs and businesses. In these cases, please refer to the [Jobs and Business Support and Creation](#)¹ methodology guide.

Valuing Outputs Versus Outcomes

Before determining which method in this document to select and implement, it is important to understand the difference between valuing outputs versus valuing outcomes.

Outputs: Capacity-building activities often involve using tools and a spectrum of guidance materials, attending workshops and trainings, and conducting many other activities. Users demonstrate how they value these resources, products, or events by simply spending time using or attending them. The time users spend with these resources or products, or the distance they travel to attend workshops and trainings, are **outputs** and represent a conservative lower bound value or minimum willingness to pay to participate in and obtain information from these activities.

Output valuation does not include the benefits that result from using those new skills or knowledge (e.g., it would not capture the value of an adaptation project that was directly implemented because someone learned about the flood vulnerability of a building).

Outcomes: Many capacity-building activities generate benefits as a result of users or attendees *doing something* with the information they learned from the Sea Grant capacity-building activity. These benefits are **outcomes**. **Outcome** valuation measures the benefits generated from using the skills or knowledge acquired or the changed behavior, as well as what is done because of the changed behavior as a result of Sea Grant activities. For example, say a Sea Grant program developed a resiliency checklist to aid community resilience planning. To assess the economic **outcomes** of this effort, the Sea Grant program would have to track how communities use the checklist and how the checklist increased the community’s resilience. **Outcomes** can be challenging to value because it is quite resource-intensive to track how people use the information or skills acquired from Sea Grant activities. Outcomes can vary depending on the Sea Grant project, some outcomes can be monetized using NSGO’s suite valuation resources while others may require an economist. If you are valuing an outcome, make sure to revisit the decisions trees on Inside Sea Grant’s [webpage](#).

For large, resource-intensive Sea Grant initiatives that reflect program, local, and/or state priorities, it may be worthwhile to invest in outcome valuation. Outcome valuation is resource-intensive and requires an economist but will more accurately reflect the economic benefits. Comparatively, output valuation can typically be done by non-economists but will usually underestimate the benefit of the outcome. Outcome valuation may be less worthwhile for smaller activities, as it is more resource-intensive to track outcomes.

Examples

Here are some slightly modified examples of capacity-building activities reported to Sea Grant’s Planning, Implementation, and Evaluation Resources (PIER)² database. For each example, we provide our thoughts on what the Sea Grant program did well and what could be improved. These generally focus on cost savings as well as travel and opportunity cost methods to value **output benefits** of Sea Grant activities (e.g., time spent with resources or products, travel time to capacity-building events, costs not incurred because of Sea Grant resources or products).

¹ <https://seagrants.noaa.gov/insideseagrant/economic-impacts>

² Sea Grant programs use PIER to submit their impacts, accomplishments, performance measures, and metrics to the National Sea Grant Office.

Tools

Sea Grant activities produce and contribute to the development of tools in many ways that increase the capacity of individuals, municipalities, and others. Below is an example of a Sea Grant program engaged in community science.

- 1 Sea Grant community science efforts supported the work of U.S. Geological Survey modelers by providing free mapping images and data that help calibrate new sea level rise models and inform communities about impacts from extreme high tides and coastal flooding. Results enabled coastal residents to be better informed and consider science in their decision-making. Without Sea Grant, the community would have had to hire paid consultants, which would have cost about \$45,000, to provide comparable mapping images and data to support the U.S. Geological Survey modelers.
- ✓ Sea Grant documented its role well and made a strong case for how it saved a community money by acting in place of paid staff or consultants.
- ✗ This story would have been more compelling if Sea Grant had clearly presented its calculation steps to estimate the cost of paid consultants conducting this work and cited any sources used for this calculation (such as the Bureau of Labor Statistics [BLS] wage data, Ziprecruiter or Glassdoor data for your area, etc.). This would have clearly linked Sea Grant's activities to a dollar-value cost savings for the community.

Guidance Materials

- 2 Sea Grant created a resiliency checklist to support city planning. A city park planner in the municipality intends to use the checklist to evaluate key resiliency needs and credits Sea Grant's work as critical to integrating climate resiliency discussions within city planning. This would have required hiring an urban planning consultant for an estimated 107 hours at \$39/hour (\$39 x 107 hours). This means that Sea Grant's work was worth at least \$4,173.
- ✓ Sea Grant documented its role well, told a compelling story, clearly explained its calculation, and cited its sources.
- ✗ The story's defensibility would be increased if Sea Grant provided the source for the hourly rate estimate (e.g., the BLS Occupational Employment Statistics) for urban and regional planners.

- This is a good example of the type of project for which Sea Grant might consider investing in an outcome valuation. Given the relationship and likely possibility of continued work with the city park planner, tracking longer-term outcomes as a result of the resiliency checklist is feasible. Though an economist might be needed to conduct an outcome valuation (this depends on what the outcome is), programs can follow the sequence of steps below to collect data to support future valuation efforts.

Supporting Future Valuation Efforts

- Develop an understanding of what types of outcomes might occur. This can help you understand what types of baseline data you might need to collect. For example, will you preserve open space to prevent future flood damage? Will you put up flood protection to protect infrastructure?
- Collect baseline data so you can document a change once it happens. Use the Decision Tree on the Inside Sea Grant Economic Valuation website to help you determine what data you might need for specific outcomes.
- Develop relationships with the people who will be involved in producing these outcomes. The decision about whether to perform outcome valuation is a balance between how important or large the benefit might be and how easy it will be to follow up with those implementing the outcomes. Try to develop relationships with those most likely to implement the changes and realize those outcomes so you can reach back out to them with a phone call or survey later on.
- Follow up with those people to collect information about the outcome. This may take the form of a survey or individual phone calls or emails depending on how many people you need to follow up with. Some key pieces of information here include:
 - What was the outcome?
 - What was the change compared to the baseline?
 - Can we tell a compelling story to show that Sea Grant played an essential role in this change?

Training Programs, Workshops, and Extension Work

- 3 Sea Grant hosted a public resource protection training—aimed at the tourism and recreation industry—to train the public in coastal communities on how to best protect, restore, and monitor natural resources that the tourism industry relies on. Over 178 people attended 15, two-hour training sessions. Sea Grant asked attendees to fill out a brief survey, which indicated that, on average, attendees traveled 15 minutes to attend these training sessions. The economic benefit was \$136,625.
- ✓ Sea Grant clearly documented its role and provided the total number of people it engaged.
- ✗ The story's defensibility would be increased if Sea Grant clearly presented its calculation steps and any assumptions or sources used (e.g., what wage was used to calculate the value of attendee time, and how was travel time estimated?). It also would have been beneficial to know how capacity increased as a result of these trainings. Are individuals now better prepared for a hazard? An example of how to present these calculation steps might look like: $[(\# \text{ of people}) \times (\text{wage rate(s)}) \times (\text{duration of session (hours)})] + [(\# \text{ of people}) \times (\text{wage rate(s)}) \times (\text{duration travel time (hours)})]$.

Present Your Story as a Value Chain

Value chains illustrate the sequence of events or activities that result in an economic impact or benefit. Consider developing a value chain diagram to help you tell a compelling and defensible story about how your Sea Grant program, product, or service generated a measurable result.



Let's use one of the earlier examples to illustrate how to create a value chain. *Sea Grant created the resiliency checklist [the program/product/service] to support city planning [what was affected]. A city park planner in the municipality intends to use the checklist to evaluate key resiliency needs [what was done to get the impact] and credits Sea Grant's work as critical to normalizing climate resiliency discussions within city planning. This would have required hiring an urban planning consultant for an estimated 107 hours at \$39/hour (per BLS Occupational Employment Statistics data) [measurable change]. This means that Sea Grant's resiliency checklist was worth at least \$4,173 [societal benefit] for the community.*



Recommended Methodology and Best Practices

Sea Grant programs could use a spectrum of methods to value their capacity-building activities. These methods depend on available data and program resources (e.g., time, staff, money) and value a range of outputs—not outcomes. If your program’s capacity-building efforts result in other activities or project implementation (e.g., a damage reduction project), see the methodology guide most appropriate to value those actions (e.g., “Damage Reduction from Coastal Flooding” guide). Three methods, each with information on relative level of effort for implementation, examples of method-specific data needs, and communication best practices, are discussed below.

We have recommended two methods to measure outputs or estimate outcome proxies when outcome valuation is not possible. The first is easier to implement for meetings, workshops, and webinars, while the second is recommended for web-based resources or products. We have also outlined a third method that could be used for web-based resources or products. This method may result in more accurate valuation data but requires an economist.

Method 1 (Easier-to-Implement): Travel/Opportunity Cost Method

Much like it is used in the [Workshops and Trainings guide](#), the travel/opportunity cost method can be used for capacity-building to value output benefits based on user or attendee willingness to pay to get to a Sea Grant capacity-building offering or to attend a capacity-building event, and/or the value of attendee time spent at an event or user time spent with the capacity-building resource or product. These events, resources, and products include workshops and trainings, as well as online materials (documents, datasets, etc.). This output valuation can be communicated as an economic benefit.

Level of effort: Low. This method does not require an economist and requires a relatively low level of effort to identify data and calculate output benefits.

Data needs: This method requires the following data:

- Number of attendees/users.
- Occupation of attendees/users.
- Time spent attending in-person or virtual events or using a resource or product.
- Travel distance (if applicable).

Communication best practices: The output valuation results can be communicated as an economic benefit that attendees/users receive as a result of obtaining the information that Sea Grant offers. This is a conservative estimate of the attendees’/users’ (or their employers’) willingness to pay for this capacity building.

Key Steps and Best Practices

Calculate the cost to travel to and attend the workshop or training, or the cost of the time spent with a resource or product.

You can calculate this cost for all types of workshops and trainings, as well as online resources or products for which you have the necessary data elements. This represents the minimum willingness to pay for your resource or product, as the attendee/user feels the benefit from this workshop, training, or resource or product justifies the investment of their time.

- 1 Determine the occupation of the workshop and training attendees or the online resource or product users.
- 2 Calculate the travel cost that all capacity-building workshop and training attendees paid, if applicable (likely not applicable for online resources or products).
 - a. **Transportation costs and vehicle travel:** If possible, it is best to gather attendees' transportation costs and miles traveled for defensibility and transparency. In the absence of data, estimate these values using the General Services Administration's (GSA's) privately owned vehicle mileage reimbursement rate (\$0.575 per mile in 2020).
 - b. **Hotels and food (if applicable):** In the absence of actual rates incurred, the GSA per diem lookup rate can help you find defensible rates for hotels if your training or workshop lasts multiple days and requires these expenses.
- 3 Estimate hours that attendees spent at a workshop or training or that users spent on online resources or products.
 - a. **For workshops and trainings:**
 - i. Include the number of hours of your workshop or training, as well as the number of hours it takes to travel there and back.
 - ii. Sum attendees hours by occupation.
 - b. **For online resources or products, use web analytics to:**
 - i. Determine the number of users of your selected resource or product.
 - ii. Calculate the average time spent on your selected resource or product.
 - iii. Multiply the number of users for your selected resource or product by the average time users spent with that same resource or product
- 4 Calculate the value of the attendees' or users' time (i.e., the time that attendees are willing to give up to attend, or the time users spend with an online resource or product when they could be doing something else or working for their employer).
 - a. Determine the wage to apply to the hours in step 3:
 - i. See the [BLS State Occupational Employment and Wage Estimates](#) webpage to get the median hourly wage.
 - ii. Click your state and select the "Median hourly wage" for "All Occupations" (pulled from Georgia in the figure below) if you have a mix of occupations. If your attendees are primarily from a specific occupation, find the median hourly wage from that occupation. **Note:** If the individuals are employed in different occupations, you might need to select more than one wage depending on the composition of your capacity-building activities or your online resource or product users. If you do not know the occupation of attendees/users, use the "All Occupations" occupation data.

Occupation code	Occupation title (click on the occupation title to view its profile)	Level	Employment	Employment RSE	Employment per 1,000 jobs	Location quotient	Median hourly wage	Mean hourly wage	Annual mean wage	Mean wage RSE
00-0000	All Occupations	total	3,619,640	0.6%	1000.000	1.00	\$24.14	\$31.58	\$65,680	0.6%
11-0000	Management Occupations	major	306,380	1.0%	84.643	1.54	\$56.96	\$65.02	\$135,250	0.7%
11-1011	Chief Executives	detail	7,810	3.3%	2.159	1.54	(5)	\$105.56	\$219,550	1.3%
11-1021	General and Operations Managers	detail	82,190	1.5%	22.706	1.39	\$55.89	\$66.28	\$137,870	1.0%
11-1031	Legislators	detail	730	5.4%	0.201	0.56	(8)	(8)	(8)	(8)

- iii. See the [BLS Employer Costs for Employee Compensation Economic News Release](#), which should always display the most up-to-date information. Scroll down to the bottom of the page and select “Table 1. By Ownership.”
- iv. Determine whether attendees were primarily civilian workers, private industry workers, or state and local government workers. If you have a mix of civilian, private industry, and state and local government workers, determine which category best represents the group. Once you make this determination, select the corresponding “Cost(\$)” and take the value for “Total benefits” (see figure below). Add the total benefits to the median hourly wage identified in step 4.b.ii. This is now your **loaded hourly wage**. **Note:** You might have two loaded hourly wages here, one for workshops and trainings and one for online resource or product users. It is reasonable to use the same wage and loaded wage if attendees and users are employed in the same occupation.

Loaded hourly wage is the total compensation employers pay their employees. The loaded hourly wage includes the employee’s hourly wage, plus benefit expenses incurred by the employer, like sick leave, vacation time, and other benefits.

Economic News Release

ECT  PRINT:

Table 1. By ownership

Table 1. Employer Costs for Employee Compensation by ownership
[Mar. 2020]

Compensation component	Civilian workers ⁽¹⁾		Private industry workers		State and local government workers	
	Cost (\$)	Percent of compensation	Cost (\$)	Percent of compensation	Cost (\$)	Percent of compensation
Total compensation⁽²⁾	37.73	100.0	35.34	100.0	52.45	100.0
Wages and salaries	25.91	68.7	24.82	70.2	32.62	62.2
Total benefits	11.82	31.3	10.53	29.8	19.82	37.8
Paid leave	2.76	7.3	2.58	7.3	3.89	7.4
Vacation	1.34	3.6	1.32	3.7	1.46	2.8
Holiday	0.82	2.2	0.77	2.2	1.11	2.1

- b. Multiply the workshop and training attendee hours or online resource or product user hours (step 3) by the loaded hourly wage (step 4.a.iv) to calculate the value of the attendees’/users’ time.

5 Communicate this as the economic benefit of your offering, as a conservative estimate of what the attendees/users or their employers are willing to pay for capacity building because they value the benefit of your offering more than the cost.

Method 2 (Intermediate-to-Implement): Survey of Alternative Cost of Tools and Data

This method captures the cost savings associated with certain capacity-building activities. Sea Grant programs can implement brief surveys to assess how users of online resources or products (e.g., documents, tools, data) value Sea Grant's capacity-building efforts.

Level of effort: Medium level of effort and resources. This method does not require an economist to implement.

Data needs: This method requires data from the three survey questions outlined below. Programs must also be able to implement a survey for users and count the number of unique users with data analytics or registration.

Communication best practices: This valuation should be presented as a proxy for the economic benefits of the outcomes associated with a program's capacity-building activities. That is, programs can report these economic benefits as conservative estimates of the value of their capacity-building activities, tools, or resources.

Key Steps and Best Practices

Follow the steps below for each resource or product for which you decide to use this method.

- 1 Identify resources or products to assess in the survey. You will follow these valuation steps for each online resource or product you select. Some examples might include:
 - a. Guidance materials (e.g., checklists, instructional documents, publications, reports, videos, webinars).
 - b. Tools (e.g., models, maps).
 - c. Data (e.g., data Sea Grant collects, manages, or hosts on websites).
- 2 Add the survey questions below to your selected resources/products (from step 1). You could administer these survey questions as a pop-up survey after a user attends or uses (online) a resource or as voluntary questions on the webpage, or you could ask users for an email address for a short follow-up survey.
 - a. **Q1:** What did you use these data/information sources for and what benefits do you expect to get?
 - b. **Q2:** What would you have used in the absence of this resource or product?
 - c. **Q3:** How much would an alternative data/information source cost?
- 3 Interpret the data.
 - a. Using basic web statistics, determine how many individuals used the selected resource or product.
 - b. Use responses to questions 1 (What did you use these data/information sources for and what benefits do you expect to get?) and 2 (What would you have used in the absence of this resource or product?) as key context information when crafting your impact statement.
 - c. Calculate the average response to question 3 (How much would an alternative data/information source cost?) for your selected resource or product. Note that you should calculate the average based on the number of survey respondents, not the total resource or product users determined from the web statistics. For example, if 100 people use your resource or product but only three people respond to the survey, calculate the average based on the three respondents. Additionally, make sure to calculate the average question 3 response using the question 3 responses for the same resource or product.

It is important to consider the number of survey responses relative to the total number of webpage visitors when interpreting survey data. In general, it is a best practice to use higher confidence intervals and a lower margin of error. However, programs might be limited to using the data they collect. **Be as transparent as possible in the writeup of your benefits and provide context when using these numbers to estimate benefits.** For example, note the number of respondents relative to the number of webpage visitors or resource or product users.

Several online survey statistical significance calculators will provide helpful insight on the number of survey responses relative to the total number of webpage visitors. See one example of a survey statistical significance calculator at <https://www.qualtrics.com/blog/calculating-sample-size/>.

For more information on the number of survey responses relative to total webpage visits, statistical significance, and margin of error, see the [Sea Grant Econ 101](#) guide.

- 4 Perform the final calculation. Once you have determined the total number of resource or product users (step 3.a) and calculated the average response to survey question 3 (step 3.c), simply multiply the average survey response by the total number of users.
 - a. For example, if there are 100 users and the responses to question 3 indicated an alternative resource or product would cost \$500 on average, multiply 100 (users) x \$500 = \$50,000 benefit (avoided cost).
- 5 Use the value chain tool to write up a clearly linked story about how your program enhanced or helped build capacity and show any calculation steps in the write-up.
 - a. For example, Sea Grant publishes flood risk maps on its website to help the local community and decision-makers understand their exposure to flooding. To estimate the benefit (avoided cost) that Sea Grant's flood risk maps generated, Sea Grant asked all individuals who clicked on the flood maps to answer a three-question survey. Though 100 people accessed the flood maps, only three individuals estimated the cost of comparable flood risk maps from other sources. The average cost (based on the three survey responses) of comparable information was \$500 ($(\$400 \text{ [response 1]} + \$500 \text{ [response 2]} + \$600 \text{ [response 3]}) \div 3 \text{ total responses}$). Thus, Sea Grant's flood risk maps generate a \$5,000 (100 [people accessed information] x \$500 [average cost of comparable information]) benefit.

Method 3 (Harder-to-Implement): Willingness-to-Pay Survey



A willingness-to-pay survey will generate the best benefits estimate of the methods described. However, this method requires an economist and possibly a team of social scientists and can be very resource-intensive. This method might be appropriate, if resources are available, for Sea Grant activities that are particularly high-priority for valuation, such as activities that reflect critical program, local, or state hazard/resilience capacity-building priorities or goals and activities that make up a significant portion of the Sea Grant program's budget. A key benefit of a willingness-to-pay survey is that other programs can use the results to value similar activities via benefits transfer. This method would be most appropriate to value the outputs of Sea Grant data, tools, guidance documents, reports, etc. Below are examples of the types of questions an economist could draw from to design a willingness-to-pay study.

How data are used:

- How do you access data/information?
- For what purpose did you access data/information (e.g., work or personal)?
- What industry do you work in?
- How often did you access data/information?
 - Both as an employee and as a private individual.
- What percent of each type of data/information did you access/use?
 - Both as an employee and as a private individual.

Estimate of the value of the data:

- Would a \$X annual subscription be acceptable for the data/information?
 - Both as an employee and as a private individual.
 - For several different costs (e.g., \$2X, \$4X, \$0.5X).

Communication best practices: This method should be communicated as the value of the outputs associated with capacity building for Sea Grant activities.

Insight on Valuing Associated Outcomes

Capacity-building activities often lead to associated, longer-term outcomes that are beyond the output value of the activity itself. Capacity-building activities usually consist of a transfer of information, skills, or knowledge; the output value is the value of gaining such information, skills, or knowledge. Associated outcomes are the outcomes that occur as a result of the information, skills, or knowledge obtained. In other words, associated outcomes are results of how the information, skills, or knowledge is used or what was done with the information, skills, or knowledge/how it changed behavior.

If your program can track and clearly and defensibly link capacity-building activities to associated outcomes, use the decision tree to determine which method to use in order to value these associated outcomes.

Factors to Consider in Communicating Benefits

You should consider the following differences when reporting your economic impact or benefit to Sea Grant’s PIER database versus communicating its value in other outreach pieces (e.g., fact sheets, websites, impact statements, accomplishment statements).

	Performance Measure Reporting in PIER	Impact Statements and Other Outreach
Recurring Impacts	<p>If the trainings or workshops occur annually, it is appropriate to claim them each year.</p> <p>For online resources or products, ensure you are only counting the number of visitors per selected resource or product and visitor time per selected resource or product for the past year.</p>	<p>Same as for PIER for trainings and workshops.</p> <p>For online resources or products, monetize as long as you are actively managing the tools or resources or products.</p>
Attribution	<p>Avoid double counting when multiple Sea Grant programs are involved. Multiply the final \$value by the fraction of your level of effort (LOE) divided by total Sea Grant LOE (e.g., you provided 400 hours, Sea Grant program 2 provided 600 hours, and another organization provided 500 hours). Multiply the final \$value by 40 percent (i.e., your 400 hours / 1,000 total Sea Grant hours [600 + 400]). The other Sea Grant program will multiply by 60 percent. Together, the two Sea Grant programs are now claiming they were essential contributors to the full \$value (without double counting). Note, the Sea Grant programs are claiming they were an essential contributor to the full value but not the only contributors to this full value. This method can be applied to the fraction of the LOE your program used to develop online materials (e.g., developed 40 percent of a resilience checklist with partner organization).</p>	<p>You generally do not need to attribute the value of your contribution; simply state you played an essential role in a project that provided \$X in savings to participants and ensure your role is transparent and well described to tell an effective story. <i>If</i> you need to attribute your LOE for outreach, use your percent LOE as a rough estimate (e.g., Sea Grant contributed 300 hours out of a total 1,000 hours, so it contributed 30 percent).</p>
Very Large Impacts	<p>This methodology is unlikely to result in extremely large numbers that would lead to scrutiny.</p>	

Tools for Implementation

As noted in the methodology, BLS provides the following databases on median hourly wage:

- [State Occupational Employment and Wage Estimates](#)
- [National Occupational Employment and Wage Estimates](#)
- [U.S. Bureau of Labor Statistics Economic News Release: Employer Costs for Employee Compensation Summary, Table1. By Ownership](#)

GSA provides the following database on per diem travel rates:

- <https://www.gsa.gov/travel/plan-book/per-diem-rates>

These guides are reference tools only and do not constitute formal performance measure or reporting guidance.

Please contact oar.sg.info-admin@noaa.gov with any reporting questions.